

Message Text

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ACTION ARA-10

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UNCLAS ASUNCION 3213

E.O. 11652:TN/A

TAGS: BBSR, PA

SUBJ: WTDR - MELAMED S.R.L., Z.J.

REF: USDOC 12127

1. ADDRESS: CASILLA POSTAL 676, CALLE CHILE 482,
ASUNCION, PARAGUAY. CABLE: RAMEL. PHONE: 91271.
OFFICER: MR. ZIVOTA J. MELAMED, OWNER-MANAGER.

2. MEDIUM SIZE FIRM ESTABLISHED 159*9. EMPLOYS 20,
5 AS SALES PEOPLE. ACTS AS IMPORTER, AGENT, AND
DISTRIBUVGR OF OFFICE AND INSTITUTIONAL FURNITURE
AND EQUIPMENT; OFFICE AND COMPUTING MACHINES;
ENGINEERING, SCIENTIFIC, LABORATORY, AND MEDICAL

INSTRUMENTS AND EQUIPMENT; EDUCATIONAL MATERIALS;
BUILDING HARDWARE AND MATERIALS.

3. FINANCIAL REFERENCES: BANCO EXTERIOR S.A.,
CASILLA POSTAL 824; BANCO REAL DEL PARAGUAY S.A.,
CASILLA POSTAL 1442; BOTH OF ASUNCION PARAGUAY.
TRADE REFERENCES: HEWLETT-PACKARD COMPANY, IPK., TC
1501 PAGE MILL ROAD, PALO ALTO, CA 94304;

EDUCATIONAL INNOVATION SYSTEMS INTERNATIONAL INC.,
FONTANA, WISCONSIN.

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4. MAJOR FIRMS REPRESENTED: ROTAPRINT AG,

46 REINICKENEVRFSTR., BERLIN M65, WEST GERMANY, PRINTING MACHINES, SINCE 1949; SHARP CORPORATION, OSAKA, JAPAN, CALCULATING MACHINES, SINCE 1968; HEWLETT-PACKARD COMPANY, INC., 1501 PAGE MILL ROAD, PALO ALTO, CA 94304, ELECTRONIC EQUIPMENT, SINCE 1971; REX-ROTARY INTERNATIONAL CORPORATION A/S, COPENHAGEN, DENMARK, OFFICE MACHINES, SINCE 1969.

5. MELAMED OPERATES FROM AMPLE, MODERN RENTED PREMISES AT STREET LEVEL, WITH ADEQUATE SALES AND EXHIBITION ROOMS, IN THE HEART OF ASUNCION'S BUSINESS SECTOR. ONCE BASICALLY AN IMPORTER-AGENT, THIS FIRM IS NOW ALMOST EXCLUSIVELY ACTIVE AS A FOREIGN MANUFACTURER'S REPRESENTATIVE. MR. MELAMED IS A CAPABLE AND EXPERINCED BUSINESSMAN WHO IS ASSISTED BY SPECIALIZED PERSONNEL AND MAINTAINS WIDE CONNECTIONS IN THE GOVERNMENT AND PRIVATE SPHERES. MELAMED REPORTEDLY HAS BUSINESS RELATIONS WITH PERHAPS ONE HUNDRED FOREIGN MANUFACTURERS AND HAS SPECIAL INTERESTS IN RATHER SPECIALIZED LINES OR PRODUCTS. MELAMED ALSO CONTROLS ZIMRO S.R.L. (PRINTING, MICROFILMING, COPYING, BINDING). UNTIL VERY RECENTLY, MELAMED ALSO CONTROLLED AN AFFILIATED COMPANY HANDLING GENERAL HARDWARE, BUILDING AND CONSTRUCTION MATERIALS, WHICH WAS MERGED INTO SUBJECT FIRM, BRINGING ALONG THE REPRESENTATION OF WELL KNOWN U.S. AND EUROPEAN MANUFACTURERS AND THEIR SUBSIDIARIES IN BRAZIL AND ARGENTINA. WHILE NO DOUBTS EXIST ABOUT MR. MELAMED'S BUSINESS ABILITY, IT MUST BE REPORTED THAT DURING 1972 HIS FIRM EXPERIENCED SOME FINANCIAL PROBLEMS. THESE PROBLEMS SEEM TO HAVE ARISEN AS A RESULT OF MELAMED'S TEMPORARY ABSENCE FROM PARAGUAY TO UNDERGO SURGERY IN THE U.S SINCE THEN, HOWEVER, THE FIRM HAS RECOVERED NOTABLY, INCLUDING LARGE QELES OBTAINED THROUGH GOVERNMENT TENDERS. HIS TWO BANKERS REPORT GOOD COMPLIANCEVEAND SATISFACTORY CURRENT ACCOUNT MOVEMENT. THUS, THE FIRM MAY BE CONSIDERED AS A SUITABLE TRADE CONTACT FOR UC MS. MANUFACTURERS.

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6. AUGUST 1976.
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